



MILAGRO TEQUILA CORE RANGE

STOP AND SMELL THE AGAVE

A BRIGHTER SIDE OF TEQUILA

Milagro was founded in 1998 by Danny Schneeweiss and Moy Gulndi, two wide-eyed college friends who decided to take a chance and create a tequila that better reflected the hopeful spirit, endless positivity, and anything-is-possible creativity of Mexico City. We are relentless optimists. We see everything through the lens of possibility. For us, today looks best when it's painted with tomorrow.

To realize their vision, Danny and Moy sought out Pedro Juarez, a Master Distiller who previously worked for one of the largest tequila companies in the world. Frustrated by repeated pressure to cut costs rather than to make great tequila, he seized the opportunity to return to the true art of distilling tequila at Milagro.

Pedro began with the agave itself, insisting on using only the remarkable Jalisco Highlands Blue agave, which is sweeter, more fruity and aromatic. To extract all the nuances of this precious agave flavor, Pedro employed a centuries old cooking method – using traditional, hand-bullit, brick ovens to slow roast his agave piñas for a full 36 hours.

Pedro's next step was something new. Most tequilas are distilled using just one kind of still. But for Milagro, he chose to use two completely different types – first, a pot still, which retains all of the incredible nuances of agave flavor. Then, a column still, to impart the kind of exquisite smoothness that compares to the finest white spirits in the world.

Milagro is the rare tequila that unabashedly brings forward the fresh, mouthwatering taste of the highlands agave with consummate, world-class smoothness.

This marriage of bright, fresh agave flavor and smoothness is what truly makes Milagro shine.



TASTING NOTES

MILAGRO SILVER

COLOR: Bright, crystal clear with silver hues
AROMA: Agave-forward, citrus and black pepper
TASTE: Cooked agave, citrus, pear and black pepper

MILAGRO REPOSADO

COLOR: Bright Golden Straw with silver hues
AROMA: Cooked agave, vanilla, caramel and cooking spices
TASTE: Cooked agave, caramel, stone fruit, and all-spice

MILAGRO AÑEJO

COLOR: Light amber with golden hues
AROMA: Cooked agave, orange and toasted coconut
TASTE: Cooked agave, stone fruit, coconut and butterscotch



PRODUCT FEATURES

MILAGRO SILVER

Milagro Silver is an estate-grown, 100% blue agave tequila that is renowned for its bright, fresh agave taste and world-class smoothness.

MILAGRO REPOSADO

Milagro Reposado is an estate-grown, 100% blue agave tequila which is rested in American oak barrels for 2-4 months. With Milagro Reposado, Danny and Moy worked hard to create the appropriate balance of robust flavor with front-and-center agave taste.

MILAGRO AÑEJO

Milagro Añejo is an estate-grown, 100% blue agave tequila which is aged in American oak barrels for 12-14 months. The aging results in a taste that is smooth, refined and still agave-forward.



The amount of time with which our different tequilas are aged is established by the liquid progression in the barrel, as determined by the Master Distiller. There are multiple variables that can affect the liquid and the Master Distiller will either end or prolong the aging process in order to deliver the consistent agave-forward taste for which Milagro is known.

KEY SELLING POINTS

- Milagro is truly defined by its ultimate balance of bright, fresh agave flavor and exquisite smoothness.
- 100% blue agave from the Jalisco Highlands, where the finest, sweetest blue agave in the world is cultivated.
- 36 hours of slow-roasting in traditional brick ovens to extract all the nuances of the precious agave flavor.
- Most tequilas are produced using one type of still. Milagro uses two: First, a pot still to retain the vibrant, mouthwatering flavors of agave. Then, a column still to impart an absolutely exquisite smoothness that compares to the finest white spirits in the world.

PRODUCT SPECIFICATIONS

PRODUCT DESCRIPTOR	SCC	UPC	NABCA	PALLET PATTERN			WEIGHT (lbs) PER CASE	OUTSIDE CASE DIMENSIONS			
				CASES PER PALLET	CASES PER TIER	NO. OF TIERS		LENGTH	HEIGHT	WIDTH	
SILVER											
12/375mls	10083664 874061	0 83664 874064	498-88114-37	120	24	5	20.5	7.48	11.18	9.84	
6/750mls	10083664 868916	0 83664 868919	498-88116-75	120	30	4	18.7	5.98	13.66	8.90	
12/750mls	20083664 868913	0 83664 86891 9	PENDING	60	15	4	37.5	8.98	13.66	11.97	
6/1L	2008366 4870466	0 83664 870462	498-88115-10	108	27	4	24.1	6.57	14.76	9.84	
12/1L	10083664 870469	0 83664 87046 2	498-88117-10	52	13	4	47.6	9.84	15.12	12.99	
6/1.75L	10083664 868909	0 83664 868902	498-88118-17	60	20	3	40	7.56	17.95	11.30	
REPOSADO											
12/375mls	10083664 874078	0 83664 87407 1	499-89584-37	120	24	5	20.5	7.48	11.18	9.84	
6/750mls	10083664 868947	0 83664 86894 0	499-89583-75	120	30	4	18.7	5.98	13.66	8.90	
6/1L	1008666 4874030	0 83664 87403 3	499-88509-10	108	27	4	24.1	6.57	14.76	9.84	
6/1.75L	10083664 868930	0 83664 86893 3	499-89585-17	60	20	3	40	7.56	17.95	11.30	
AÑEJO											
12/375mls	10083664 874382	0 83664 874385	499-88267-37	120	24	5	20.5	7.48	11.18	9.84	
6/750mls	10083664 868978	0 83664 868971	499-89580-75	120	30	4	18.7	5.98	13.66	8.90	

TARGET CONSUMER

PREMIUM TEQUILA DRINKERS

- 25-34 year old tequila drinkers who enjoy the unexpected moments of playfulness, pleasure & challenge in life
- In times of uncertainty and divisions, they crave positivity and optimism
- They believe experiences are more important than possessions
- They delight in discovering new and interesting things
- If they discover something they really enjoy, they like to tell others
- They have a curious nature

COCKTAIL STRATEGY

- Leverage the power of the margarita with the Freshest Margarita
- Leverage trend towards lighter, refreshing cocktails with the Paloma Rosada and Margarita Mineralizada

MERCHANDISING STRATEGY

ON-PREMISE:

- 2 Milagro in every bar with a focus on Silver and Reposado
- Perfect back bar: All 6 variants of Core and Select Barrel Reserve

OFF-PREMISE:

- Distribution Priorities:
 - 2 Milagro in every store with a focus on Silver and Reposado 750mls
 - Expand the shelf with 1.75Ls and Liters
 - Drive trial with 375mls
- Shelf Placement: Eye-level shelf for Core Range (or top shelf due to bottle height)
- Shelf Adjacencies: Core Range to the right of Espolon (if possible)
- Shelf Facings: No less than 2 facings